

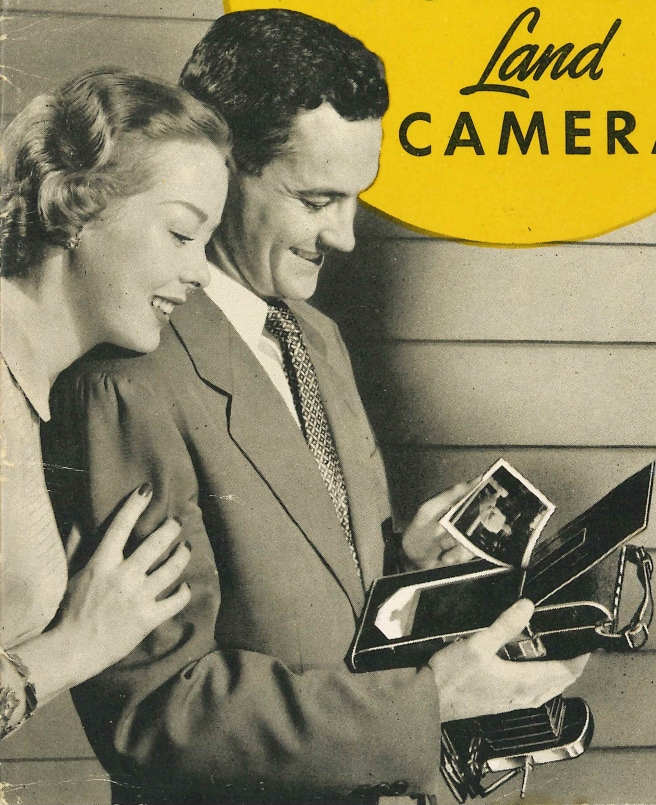
*Pictures  
in a minute*

WITH YOUR

**POLAROID**

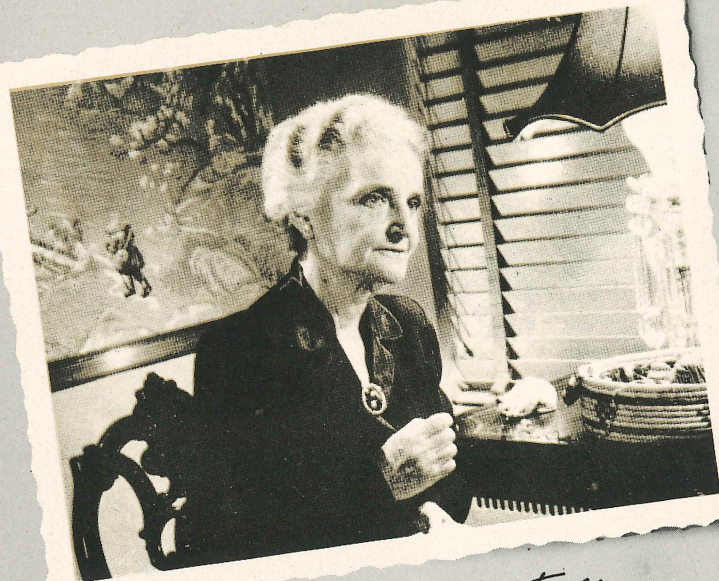
*Land*

**CAMERA**





*Pictures when  
they mean the most!*



*You'll have the best pictures  
you ever took*

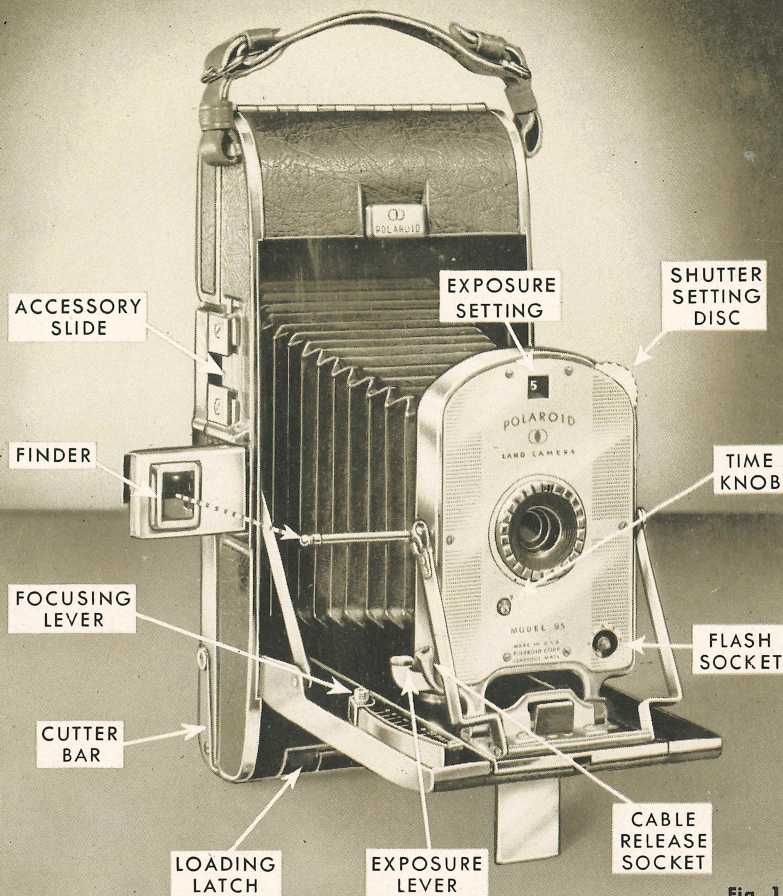
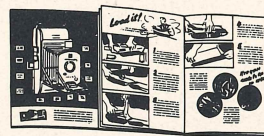


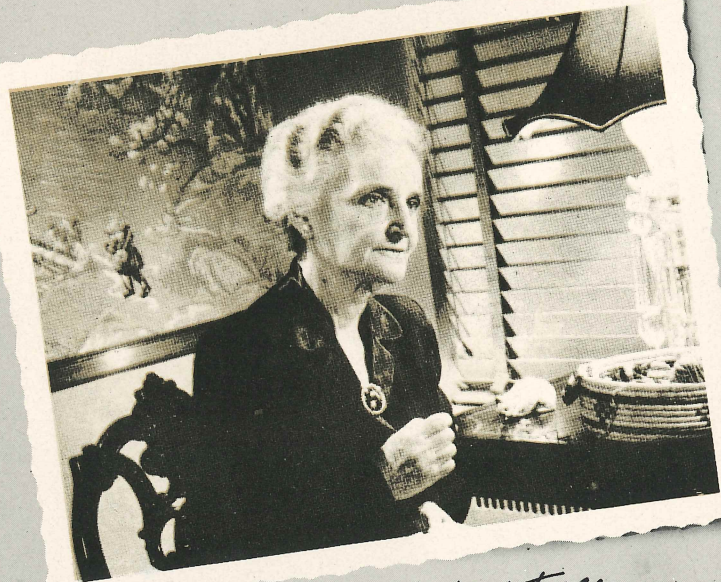
Fig. 1



Leave this flap folded out to identify the parts of the camera as you read through the rest of the book.



*Pictures when  
they mean the most!*



*You'll have the best pictures  
you ever took*



*With your new Polaroid Land  
Camera you need never miss  
those once-in-a-lifetime shots*



*You'll be sure to get  
the picture on vacation trips—  
because you have it before  
you leave the spot!*



## A NEW KIND OF PHOTOGRAPHY

The *Land* Photographic Process\* is different from anything you have ever known in photography. It telescopes all the developing, fixing and stabilizing operations of ordinary photography into a single, one-minute step that occurs automatically when you advance the film for the next picture. It gives you the finished picture, all complete, even to the deckle-edged border, dry and ready to use, a minute after you snap the shutter.

This is what that means to you as a photographer: You can have your pictures when they mean the most. You can share and enjoy the pictures together with others in the pictures. You need never again leave that vacation spot without *knowing* that your pictures "came out." You don't have to guess. You can see if the exposure was right, if the subject moved, if the composition could be improved.

Because this camera and the *Land* Photographic Process are so revolutionary, so different from any you have ever used before, it is especially important for you to read the simple instructions in this booklet. Follow them carefully, and you will find that your Polaroid *Land* Camera is the simplest *fine* camera you have ever used. There are years of a new and rewarding kind of picture making ahead of you with your Polaroid *Land* Camera.

\*Named for its inventor, Edwin H. Land, President and Director of Research of Polaroid Corporation.

IT'S EASY TO MAKE

*Finished pictures  
in a minute*

WITH YOUR POLAROID *Land* CAMERA

SIMPLY

*Load it!*

SEE PAGE 8

*Snap it!*

SEE PAGE 10

*See it!*

SEE PAGE 12

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# Load it!

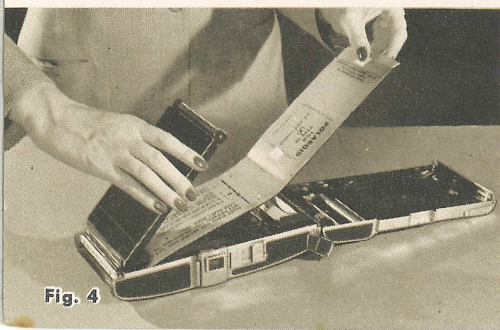
MAKE SURE ROLLERS ARE CLEAN  
DO NOT LOAD FILM IN DIRECT SUNLIGHT



**1.** Lay camera, face down, with handle to your left. Lift the cutter bar and open back by swinging the latch all the way down and over. Wipe the two steel rollers clean before loading.



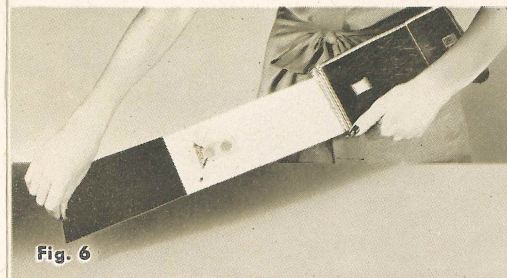
**2.** Lift the inside cover and lay it back. If camera has been used before, remove and discard empty spool. Unroll film wrapper. (Do not break Scotch-tape seals!) Press spool firmly into holder until it clicks securely in place, at both ends.



**3.** Lift inside cover slightly, then drop picture roll into its holder. Close inside cover and draw wrapper out until the printed stars on the wrapper appear beyond the roller. Fold wrapper back over steel roller and close inside cover.



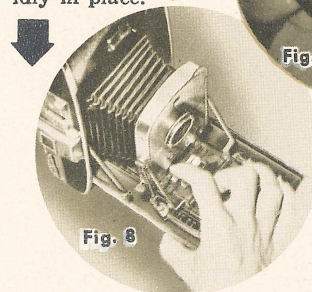
**4.** Close camera back, squeeze tightly shut and swing the latch to the locked position. Some of the wrapper should protrude when camera is shut.



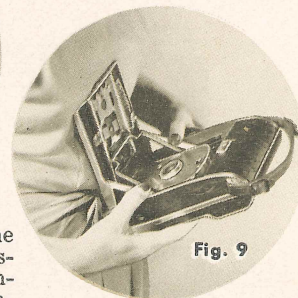
**5.** Grasp the protruding wrapper and pull until the paper stops automatically and the word STOP appears. Holding down the cutter bar firmly with your thumb, tear off and discard the paper.

*Now you are ready to snap the first picture*

TO OPEN. Push on the cover catch and cover will swing open. To extend bellows, pull out on finger bar. Pull bellows all the way out until slide clicks and locks rigidly in place.



TO CLOSE the camera, set focusing lever to infinity. Push in on finger bar. To close cover, press with thumbs on both side supports and press the cover against your chest.





# Snap it!



Fig. 10

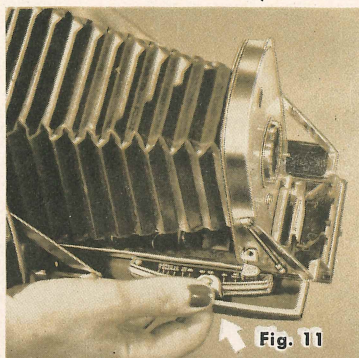


Fig. 11

**1. Set the shutter,** using the Polaroid Exposure Meter or the exposure guide that comes with each package of film. The shutter speed and lens diaphragm are automatically selected as you turn the setting disc.

**2. Focus,** by moving the focusing lever to the approximate distance in feet between lens and subject. Accurate focusing is particularly rewarding at close distances.

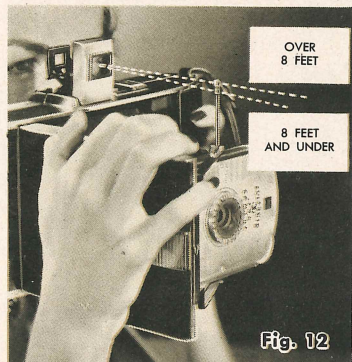


Fig. 12

**3. Aim the camera.** Lift the front sight into position as shown. As you sight through the viewfinder, the ball shows where the center of the picture will be for distances over 8 feet. For closeups, center with the red collar instead of the ball. The actual picture you get will include slightly more of the scene than the viewfinder shows you.

**4. Take the picture.** Press the exposure lever *s-l-o-w-l-y*, without jerks. This is particularly important at settings 1 and 2, where shutter speeds are slower and camera motion could be noticeable.

## CORRECT EXPOSURE FOR GOOD PICTURES

The Exposure Guide that comes with each film package will give you a good idea of the proper shutter settings to use under various lighting conditions. Use these settings, and where necessary, make corrections in exposure as you go along. Here is one of the great advantages of the camera: *You need never "lose" the picture because of faulty exposure.* If a picture turns out too dark it is underexposed. Take the next one at a lower shutter number. If it is too light it is overexposed. Use a higher shutter number.

If you use the GE-Polaroid Exposure Meter, correct exposure is simple and certain. This compact meter is made especially for the Model 95 camera. The meter scale reads in numbers corresponding exactly to the shutter numbers; if the pointer reads "5" set the camera shutter at 5. The meter has a unique scale-change feature which makes it useful over a wide range of film speeds. Complete instructions are packed with the meter.

If you already own a conventional exposure meter and wish to use it with the Polaroid Land Camera, use the following procedure:

Set film speed to index given in Exposure Guide with film package. Set calculator to light value indicated by meter reading. Look for nearest combination of the following pairs of speed and aperture, corresponding to Polaroid Camera shutter numbers:

#8 = f/45 at 1/60 sec.; #7 = f/32 at 1/60 sec.; #6 = f/22 at 1/60 sec.; #5 = f/16 at 1/60 sec.; #4 = f/11 at 1/60 sec.; #3 = f/11 at 1/30 sec.; #2 = f/11 at 1/15 sec.; #1 = f/11 at 1/8 sec.



# See it!

WITHIN A MINUTE

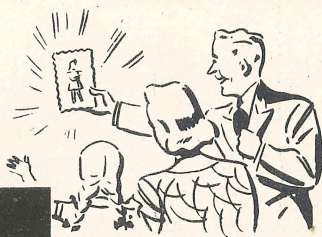


Fig. 14

**1.** Hold the camera as shown. It is the most convenient way. The camera need not be closed. Push the film-release button all the way in, *then release it. Do not hold it down.* Lift the cutter.

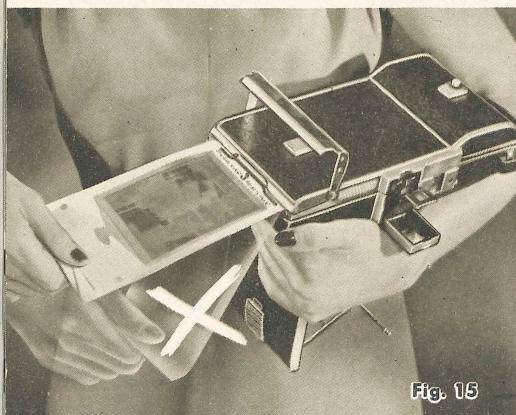


Fig. 15

**2.** Pull the tab out of the slot *with a single quick motion*, until it stops automatically. Don't jerk, don't hesitate. Pull tab *straight out*, not downward. Shield tab slot from direct sun.

Make sure you pull the tab *all the way* — **TILL YOU HEAR A CLICK.** Otherwise the next picture may not pull out properly.

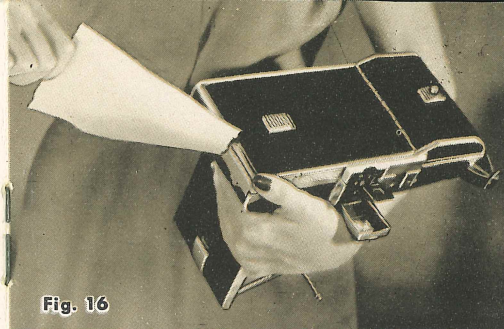


Fig. 16

**NOW — WAIT A MINUTE — then . . .**

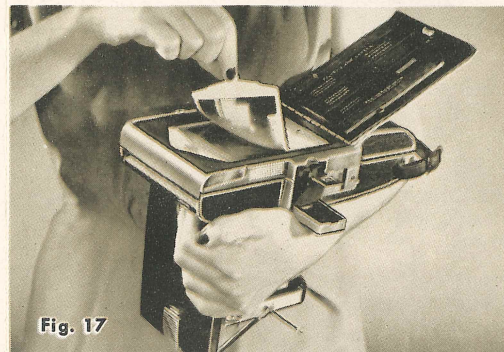


Fig. 17

**3.** Replace the cutter and, holding it down with your thumb, tear off paper and discard it. (This is the paper negative from the previous picture.) You have now started the processing and advanced the film for the next picture (which can now be snapped).

**4.** After about a minute (a little longer when camera is cold — see instructions packed with film) open the picture-door by sliding the latch back. Remove the picture by lifting carefully along perforations. Handle print by tab or white border. **AVOID FINGER-PRINTING FRESH PRINT.**

*Here are a few reminders*

**DON'T** hold down the film-release button while you are pulling a picture. (The stop won't hold the film and you will pull too far.)

**DON'T** forget to hold the cutter down with your thumb when you tear off the tab. If you forget to use the cutter bar you will lose the tab for the next picture. If this happens, unlatch camera back and inch paper forward.

**DON'T** expose tab slot to direct rays of sun. Keep it shielded or pointed away from the sun while pulling a picture.

**DON'T** jerk, don't hesitate. Pull with a single quick motion, all the way out until the paper stops automatically.





Fig. 18

## FLASH PICTURES

### The Secret of Successful Flash Photography:

1. Estimate distance from bulb to subject carefully!
2. Set shutter as shown in table below.

When the light is too dim for snapshots, flash pictures are the answer, and either of two Polaroid Flash Guns make it easy for you to take them. These units have been specially designed to match the Polaroid Camera, and your dealer will be glad to show them to you. Complete instructions are furnished with each gun.

The Polaroid *Capacitor* Flash Gun Model 201, employing the most modern electrical principle, gives the utmost reliability plus power to fire two or more bulbs simultaneously for the best flash pictures. Its long-life battery lasts for years and fires thousands of bulbs. The Regular Flash Gun Model 200 has many of the features of the No. 201, and uses conventional 1½ volt batteries. Both guns are equipped with built-in safety shields, exposure guides and special mounting brackets. They use the economical "miniature" bulbs—No. 5, Press 25, SF, SM.

*In flash pictures, distance from bulb to subject is most important. Estimate distance carefully. Differences in reflection from ceilings and surrounding walls may require variations in these settings. If picture turns out too light, move a foot or two away from the subject; if too dark, move closer.*

Table of Settings and Distances (Types 40-41 Film)

Distance in feet Bulb to Subject	3½	4	5	6	8	10	15	20	30	45	60
TYPE OF BULB:	SHUTTER SETTING										
No. 5—Press 25	7	6	6	5	4	3	3				
No. 0—No. 11	8	7	6	6	5	4	3	3			
Press 40—Press 50		8	7	7	6	6	5	4	3		
No. 22—No. 2				8	7	7	6	5	4	3	
No. 50—No. 3					8	8	7	6	5	4	3

All settings for "I" position of time-knob on shutter.

## PICTURES INDOORS

### Using Time Exposures

Indoor photography, day or night, without any special lighting equipment is easy with your Polaroid *Land* Camera. The light from a single 100-watt bulb in an ordinary bridge lamp is enough to produce interesting portraits . . . Two such sources, one slightly above the subject's face and one at the side, will give excellent lighting. Try this simple method yourself:

1. For a time exposure, move the time-set to "B" and the shutter disc to #4. (Use of higher numbers requires longer exposure times.) Using light from one 100-watt lamp shining directly on the subject's

face 2 or 3 feet away, hold the exposure lever down for about 4 seconds. If Photo-flood lamps are used, or if outside light falls on the subject through a window, shorter exposures are possible, and you may find that the "I" setting at #1 or #2 will do.

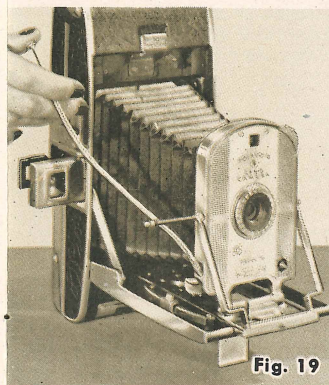


Fig. 19

2. If the picture turns out too dark, double the exposure time on the next; if too light, cut time in half. *Always reset to "B"—the shutter returns to "I" automatically when it is released.*

Do not try to hold the camera by hand because it will move and blur the picture.

3. If you do not have a tripod, you can use the front support (Fig. 19) and set the camera close to the edge of a table, holding it firmly with one hand while you operate the shutter with the other. Best results are secured by using a cable release, which screws into the shutter housing just above the exposure lever.

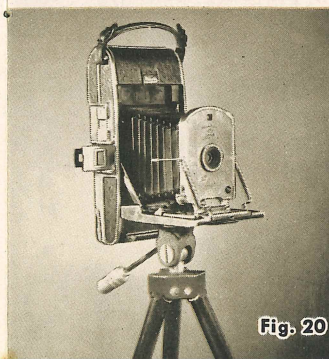


Fig. 20



## Improve your pictures ... on the spot

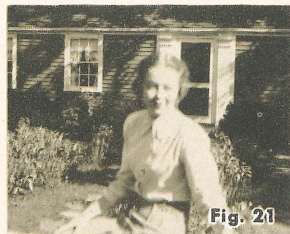


Fig. 21

**Out of Focus:** If certain parts of the picture are fuzzy, an error was made in focusing, or the subject moved.



Fig. 22

**Camera Moved:** If everything in the picture is blurred you probably moved the camera as you snapped the shutter.

**Picture too Light or too Dark:** If picture turns out too light, it is *overexposed*; use a *higher* shutter number. If it is too dark, it is *underexposed*; use a *lower* shutter number. If it is still too dark at No. 1, a time exposure is required.

**Faint Picture:** A picture that is too faint, lacking contrast and brilliance, is usually *underdeveloped*. Be sure to wait at least a minute (*after pulling tab*) before opening the picture door. When the camera is cold, allow additional time as indicated in instructions packed with film. Faintness can also be caused by overheating the film, as may happen if film is stored in a closed car on a hot day. Protect camera and film against extreme heat.

**If Tab is Hard to Pull:** Check these points, particularly if you have used your camera a lot:

1. Be sure negative spool spins freely in clips. If spool binds, bend clips open a little.
2. Add a drop of oil to ends of each steel roller. Rollers should spin easily.
3. Pull tab *straight out*, not at an angle.
4. If the tab won't pull out *at all*: Lift the picture door and close it again before you pull.



Fig. 23

**White Spots:** Small white spots about an inch apart result from dirt on the stainless steel rollers inside the camera. Clean carefully when next roll of film is loaded.



Fig. 24

**Streaks across the Picture:** If you pull the picture too slowly or hesitate while pulling, narrow streaks or mottle lines may appear across the picture. Pull fairly rapidly.

## The experts suggest...

1. **Choose your backgrounds carefully.** Examine the background carefully through the viewfinder and satisfy yourself that it is pleasing.
2. **Have the subject doing something.** Try to avoid that "I'm-getting-my-picture-taken" look. Even a little thing like holding a flower or pointing at something will help lend interest. Expressions will be more natural and the picture will tell a little story.
3. **Take an interest in the lighting.** It's easy to try various lighting arrangements, because you can see the results immediately. It's usually best not to have your light come from directly overhead.
4. **Use close-ups.** Your camera is particularly well adapted to portrait work. The lens will focus right down to 3½ feet, and give you excellent portraits full of sharp detail.



## A NEW SHUTTER AND LENS SYSTEM

The new *Land* photographic process makes possible a shutter and lens system which greatly simplifies the taking of good pictures under wide ranges of light conditions. *Land* film is exceptionally fast, requiring only one half to one quarter the amount of light needed by ordinary film. Carefully matched to this high speed film is the new Polaroid shutter and lens system.

The shutter is designed on a chronometer principle new to amateur photography and provides exceptional accuracy. It is coupled with the aperture control so that you need make only one simple adjustment to secure the correct exposure. No confusing calculations. No chance for mix-ups.

The three element lens is anastigmatic and color corrected. Its coated surfaces reduce internal reflections and provide extra picture brilliance. Its size assures easy focusing and maximum depth of field. No range finder is required. A rough estimate of distance is sufficient.

Film, shutter system and lens have been correctly integrated to give the amateur extreme simplicity of operation and finished prints of professional quality.

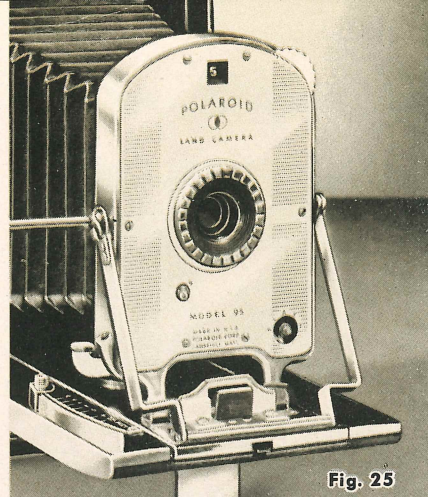


Fig. 25

## HOW THE PROCESS WORKS

The *Land* photographic process uses a light-sensitive "negative" material which is something like conventional photographic film. Ordinarily this negative, after exposure, would be developed, fixed, washed and dried, and then used to make positive prints in another series of operations. But in the *Land* camera, the negative and positive are developed at the same time, by the same chemical reagent.

As the diagram (Fig. 26) shows, the negative and positive rolls are placed in their containers, with the negative moving past the lens box and around a roller, where it meets the positive sheet. When the camera back is closed, the upper and lower rollers press the two sheets together. As sheets are pulled to process a picture, a

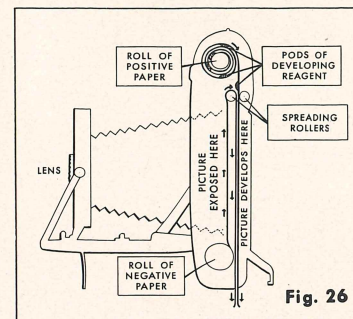


Fig. 26

small sealed "pod" containing a jellied compound and attached to the positive sheet passes between the rollers and breaks out along one edge allowing the mixture to flow out. The rollers spread the reagent between the two sheets, and development takes place. A true and lasting photographic image forms on the white positive paper (which is not light-sensitive). The image is made of metallic silver carried over from the negative in precisely the right amounts to depict the scene as you photographed it.

Any excess developer is carefully trapped and sealed up again, and in the normal operation of the camera it is not possible to come in contact with it. If you have occasion to examine the developer, observe usual precautions in handling photographic compounds to prevent stains on clothing.



## EXTRA COPIES and ENLARGEMENTS

### *Through your dealer . . .*

Your Polaroid dealer will be glad to give you the service you want for extra copies, enlargements or regular film negatives of your Polaroid pictures. Take your original prints to him and he will handle all the details of getting just what you want.

### *. . . or by mail:*

If it is inconvenient to order copies through your dealer, you may order direct from the Polaroid Corporation, using the order blank and mailing envelope packed with each roll of Polaroid film. You may obtain through this service regular copies, 5" x 7" enlargements and conventional film negatives for use by your regular photo finisher or in your own darkroom.

## CARE OF YOUR CAMERA

It is important in any fine camera to keep it clean and away from sand and dirt. Before each film roll is put in, spin each roller and examine carefully for dirt particles which may have become hardened on. Wipe the rollers periodically with a moistened cloth and dust out the inside thoroughly. If occasional flecks of dirt appear on the rollers remove with fingernail or damp cloth.

Protect your camera from extremes of heat and cold when it is loaded with film. Do not leave it unprotected in the hot summer sun, because under some conditions internal temperatures may go as high as 130° F. Avoid carrying film in the glove compartment of a car, or storing it in a closed car on a hot day.

## ACCESSORIES

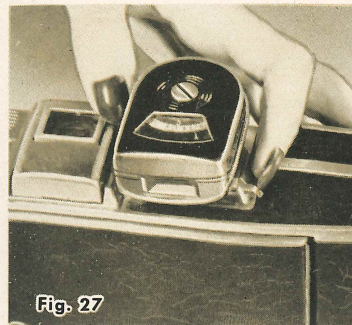


Fig. 27

**Polaroid-G. E. Meter**  
tells where to set shutter




Fig. 28

**Deluxe Carrying Case**  
holds everything you need

The Model 95 is equipped with an accessory slide (next to the view finder) which will fit the special clip on the Polaroid-GE exposure meter (Fig. 27) and the Polaroid Flash Gun, as well as other accessories which will be made available. To insert accessory, simply push accessory mounting-shoe into slide until it locks in place.

Ask your dealer to show you the other matched accessories for your camera, such as the deluxe case pictured above, the regular Polaroid carrying case, the special case for the meter. For real close-ups only a few inches from the subject, use the Polaroid Close-up Lens Kit. And for the finest of outdoor pictures, you'll want to use the Polaroid Filter Kit. Your dealer will be glad to show you any of these accessories.

*The* **POLAROID Model 95 LAND CAMERA** *is a product of*  
**POLAROID CORPORATION, CAMBRIDGE, MASS.**

*The name* **POLAROID** *and*  *T. M. REG. U. S. PAT. OFF.*



## FOUR STEPS TO FINISHED PICTURES

### ***1. Set it***

Turn shutter disc to proper exposure setting. Focus camera.

### ***2. Aim it***

Center with the *dot* (for distances 8 ft. and over) or with the red *collar* (for closeups).

### ***3. Take it***

Squeeze the lever s-l-o-w-l-y. Be careful to keep camera steady.

### ***4. See it***

Push film-release button, then release. Pull tab straight out with a single quick motion. Wait a minute, open back and lift out the finished picture.